

# DV-LED Video Wall Case Study

## Alhambra Theatre, Dunfermline



### Background

The Alhambra Theatre was designed by local architect John Fraser in 1922 and was later built by G. Stewart of Blantyre with the intention of offering a dual purpose entertainment venue for theatrical performance and cinema. Upon completion, *The Alhambra Theatre* turned out to be the largest brick building in Dunfermline, and remains very much so today when entering from the south. The theatre officially opened on 22<sup>nd</sup> August 1922, with a screening of the silent film, *Over The Hill* (1917) starring Gladys Haulette.

Notable performances include Harry Gordon, *The White Heather Group* and *The One Clock Gang*. However, one of the most noted dates in the history of the theatre is 11<sup>th</sup> August 1928 when the then Duke and Duchess of York, later King George VI and Queen Elizabeth (the Queen Mother) were given the Freedom of Dunfermline on the Alhambra's stage: the fourth largest in Scotland.

### Product Overview

Product:	Outdoor DV-LED Video Wall
Location:	Alhambra Theatre, Dunfermline
Size:	3m x 3m
Brightness:	3600 cd/m2



**BEFORE** ↗



**AFTER** ↗

Our team were approached by *Alhambra Theatre* as they searched for an innovative and convenient way to advertise to their local community. And as the theatre stands as one of the tallest buildings in Dunfermline, a DV-LED Video Wall Display seemed like the perfect option.

This outdoor digital signage solution gives the theatre greater control over their advertising as they are able to create and manage content remotely through CMS software. This advertising display will be used to showcase upcoming shows, broadcast important announcements such as assigned cast members and show times, and will even be let out as advertising space for the local community.

With the size of this building, a DV-LED Video Wall allows the Alhambra Theatre to reach a wider audience with more targeted advertising.

## The Process

